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Arts and Humanities: Background (1975-1995): Report 03

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THE RECORD OF THE NATIONAL ENDOWMENT FOR THE ARTS

Since 1965, the National Endowment for the Arts has supported artistic excellence and expanded opportunities for all Americans to experience and participate in the arts. The independent Federal agency was established by the National Foundation on the Arts and the Humanities Act, signed by President Lyndon Johnson on September 29, 1965. Later that year, the Endowment's first grant, a \$100,000 award, was made to the American Ballet Theatre.

The record of the Arts Endowment proves that a small investment of Federal funds -- only 65 cents per American in 1993 -- yields a substantial financial return and makes an unparalleled contribution to the growth of the arts in America, the preservation of our cultural heritage, and the education of all Americans.

ENHANCED PUBLIC PARTICIPATION AND ACCESS TO THE ARTS

- o Since 1965, the Arts Endowment has awarded more than 100,000 grants, reaching all 50 states and the territories.
- o Endowment support has helped to increase audience support for all art forms. For example, the annual audience for professional dance has grown from 1 million to more than 16 million over the past 28 years. Audiences for the work of professional opera companies have grown to 7.6 million in 1991, compared to 5.5 million a decade earlier. Nonprofit theaters serve an audience that has grown from 5 million in 1965 to over 20 million in 1992. Attendance figures for symphony performances have risen from 17.5 million in 1971 to 26.7 million in 1991.
- o Since 1976, the Arts Endowment has supported over 1,000 television programs in 31 series including Live from Lincoln Center, Live from the Met, Dance in America, American Masters, Great Performances, and American Playhouse. A cumulative annual audience of 310 million persons views these series.
- o Each year, radio programs reach over 300 million Americans, bringing the best of the arts to urban and rural communities through such Endowment-funded series as American Jazz Radio Festival and Mountain Stage.
- o Between FY 1991 & 1993, the Endowment supported more than 170 dance companies, 820 dance residencies, and 1,859 performances in 48 states and the Virgin Islands.

- o The Underserved Communities Initiative, created in 1990, has awarded grants in every state to broaden public access to art in rural, inner-city, and artistically underserved areas.

IMPORTANCE OF THE ARTS TO THE ECONOMY

- o In FY 1993, Arts Endowment grants of about \$120 million generated matching funds estimated at \$1.1 billion, a ten-fold match to complete the supported projects.
- o The National Assembly of Local Arts Agencies' report, Arts in the Economy, 1994, estimates that 1.3 million full time jobs are supported by the arts; \$25.2 billion is earned through salaries, wages, and entrepreneurial income; local governments receive \$790 million in taxes and fees; state governments receive \$1.2 billion; and the Federal government receives \$3.4 billion in income tax revenue.
- o A 1992 poll sponsored by the American Council on the Arts showed 60 percent of the American people favored federal support of the arts.
 - In 1992, 76.2 million adults (41 percent) in the United States attended an arts performance or exhibition during the previous year, up from 66.5 million (39 percent) in 1985.
 - As a percentage of after-tax income, individual expenditures on the performing arts rose from .07 percent in 1975 to .11 percent in 1992.
 - In 1992 consumers spent about the same amount on performing arts as on spectator sports or the movies.
- o Arts Endowment support for arts institutions and organizations is increasingly important as their support from other sources is beginning to decline. The Business Committee for the Arts reports that the average amount of contributed support to arts organizations, both from business and other sources, declined about five percent from 1992 to 1993.
- o The purchasing power of Endowment grants to arts organizations has declined 45 percent since 1979.
- o The Endowment's record in fostering the growth of arts organizations since 1965 has impressive results:
 - There are 230 professional orchestras with budgets over \$280,000--double the number in 1965.

-- Orchestras employ more than 40,000 musicians and administrative staff.

-- There are 250 professional dance companies--compared to 37 in 1965--which spend nearly \$100 million in employment of dancers and administrative staff.

-- There are over 100 professional opera companies--compared to 27 in 1965--which pay more than \$250 million annually to more than 20,000 artistic and administrative personnel.

SUPPORT FOR CULTURAL DIVERSITY IN THE ARTS

- o In 1990, there were more than 1,700 ethnically specific arts organizations in the United States.
- o During FY 1993, the Arts Endowment awarded grants totalling \$10.9 million to minority organizations out of a discretionary program budget of \$108 million.
- o In addition to funding support provided directly to minority-controlled or minority-run organizations, the Arts Endowment awards grants to organizations that perform specific outreach or programming in minority communities. These grants of over \$14 million, added to the total awarded to minority-controlled organizations, represents 20 percent of all NEA grants.

ARTS EDUCATION

- o In the 1991-92 school year, approximately 11,400 artists were employed through arts education programs in nearly 8,000 sites in the 50 states and four special jurisdictions through the Endowment's Arts Education Partnership Grants to state arts agencies. These artists reached almost 3 million students and worked with 153,000 teachers and administrators.
- o The Endowment's Arts in Education Program, in collaboration with other NEA programs, also supports the Arts Corps -- which places artist-graduate students in local communities to work as resident artists for six weeks during the summer -- and Chamber Music Rural Residencies -- which places young chamber music ensembles in rural communities for a full school year to perform, teach, and coach.
- o The Arts Endowment, in partnership with the Department of Education and the National Endowment for the Humanities, supported the recent development of voluntary world-class standards for curriculum content and student performance in the arts.

FOSTERING EXCELLENCE IN THE ARTS

- o Many Endowment grantees, who often received support earlier in their creative careers through Fellowships, have received national recognition by Pulitzer Prizes, MacArthur Fellowships, Tony Awards, Emmy Awards, and National Book Awards. In 1993, for example,
 - MACARTHUR FELLOWSHIP FOR LITERATURE: Ernest Gaines (1968).
 - NATIONAL BOOK AWARD: E. Annie Proulx (Literature Fellow 1991)
 - PULITZER PRIZES: Tony Kushner (1993)/Drama; Christopher Rouse (1976, 80, & 84)/Music Composition.
 - NATIONAL MEDAL OF ARTS: Paul Taylor (1966, 69, 71-80).
 - TONY: Tony Kushner/Best Play, Directors fellowship, Theater; George C. Wolfe/Best Direction Play, Playwrights, Theater.
 - OBIE: Harry Kondolean/Theater; Jose Rivera/Theater; Joanne Akalaitis/Theater.
 - EMMY: Michael Berliner/Editing (he received a Film/Video production grant & received the Emmy because his film was presented on PBS by P.O.V. a series supported by the Arts on Television program.
 - EMMY NOMINATIONS (public television series supported by Arts on Television): Great Performances-12; American Masters-1; Dancing-2; American Playhouse-3; P.O.V.-7.
 - ACADEMY AWARD NOMINATIONS: "Children of Fate"/Andrew Young & Susan Todd/Best Feature Documentary.
- o The Arts Endowment provided support for local non-profit theater productions that went on to Broadway and Hollywood fame, including the Great White Hope, Driving Miss Daisy, Children of a Lesser God, Annie, A Chorus Line, M.Butterfly, and Jelly's Last Jam.
- o The Endowment's Design Arts Program funded the competition through which Maya Lin's design was selected for the Vietnam Veterans' Memorial.

Selected Arts Organizations 1965 Compared to 1994

